

Global Business Model

Overall Objective...

**Global Company with
annual growth multiples**

As measured by...

**Financial
Performance**

**Strategic
Industry
Positioning**

**Operational
Excellence**

**Global
Brand**

To succeed, Business
must secure:

**Capital
(\$\$\$)**

**Intellectual
Property**

Distribution

Through...

**Expansion: next
generation products
& services**

**Disruption: new
markets, products &
services**

Created on the basis of
measurable...

**Applied
R&D**

Innovation

**Technology
Transfer**

**Talent
Pool**

Which is...

The Innovation Pipeline

Developed
By...

Inhouse

Universities

**Research
Institutes**

Licensing

Through...

**Research
projects**

**Research
collaboration**

**Skills
development**

**Global
Partnerships**